

# The Role of Social Media User Experience as a Mediator for Understanding Social Media User Behavior in Indonesia's Museum Industry: Literature Review

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# The Role of Social Media User Experience as a Mediator for Understanding Social Media User Behavior in Indonesia's Museum Industry: Literature Review

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**Abstract.** Social media has changed the interaction between the customer and the business, social media has proven to provide new opportunities in facilitating access to information, efficiency and ease of interaction between customers and businesses that are distributed geographically dispersed. Ease of interaction to improve access to information about products, services, and prices have proven to have a positive impact for consumers. The purpose of this article is to develop a conceptual model to test the effect of user motivation, user expectations, and online community involvement to the intention of behavior that is mediated by the use of social media museum experience. This article is a literature study on exploration of social media user experiences museum in Indonesia. Authors searched and examined 85 articles from google scholar with the following keywords: motivation, expectations, online communities, user experience, social media, Technology Acceptance Model, Experiential Marketing, Uses and Gratification Theory. Proposed data collection techniques are literature study, survey and observation. The sample used in this research is 400 respondents of social media users that follow the social media managed by Indonesia's museum. The sampling technique are systematic sampling. We use Structural Equation Model with AMOS for analyze the data.

## 1. Introduction

Based on [1], social media today have 2.3 Billion active users and accessed by 1.9 Billion through mobile devices in the world, Facebook is the social media that has the most active users. The market share of the social media in Indonesia is 30% of the total population of social media users in the world and access their social media during 2.9 hours per day. So we can conclude that social media including Facebook, Google+, Twitter, etc., are very important to the company's strategy, products, and services. In general, a company must prepare a huge budget for advertising in conventional media but the presence of internet offers free advertising with measurable and extraordinary impact. Marketing communications should be integrated in order to integrate the customer database and how to deliver a consistent experience to customers through communication. Ease of interaction for improving the access to information about products, services, and prices have proven provide a positive impact for consumers. It can be concluded that social media has changed the way of communication between the customer and the business, social media has proven to provide new opportunities in facilitating access to information,



<sup>1</sup> efficiency and ease of interaction between customers and businesses that located in the geography diversity.

Social media offer new ways for people to develop and maintain social networks, create relationships, share information, create and modify the content, and social change in the internet. Based on the observations, people who want to visit the museum will search or obtain the information about the museum via the Internet (search engines or social media), newspapers, television, radio, and schools. Museum managers have come to realize these opportunities so that they began to adopt social media to provide information and museum services, activities, exhibitions, and collections so that the public can know the existence of the museum. Through social media managed by the museum, museum managers share experiences visiting guests during their museum visit through media images and video. In addition, people who have visited the museum and have a social media can share their experience while visiting the museum that will increase awareness of colleagues who become friends in social media.

Research on the factors that affect the experience of use of social media to the intention of behaviour has been done on the tourism industry [1]–[5]. The method used in previous study is quantitative analysis using Structured Equation Model and the sample of 400 respondents. [2] conducted a study to examine the factors that influence the intention to share information using social media in the United States and declared that the perceived ease of use and confidence in the integrity of influencing consumer behavior and travel. [4] conducted a study to test the conceptual model to learn why the tourists in the United States share the experience of their travel by using social media and stated that the success of the desire of tourists to share the experience of travel affected by the use of social media in planning travel, experience with social media, and the perception of pleasure. [5] conducted a study to explore the tourist behavior in social media in the United States and stated that there is influence between engagement on social media against the intentions of visitors to re-visit. [3] conducted a study to analyze the factors that influence the intention of consumers to follow the advice presented in the community of online travel in Spain and stated that the intention rating is positively influenced by the trust given by the people who give advice through an online community, trust in the community online travel advice and perceived usefulness has a direct influence on attitudes toward suggestions. Based on earlier research, experience of the use of social media users is affected by user motivation [5]–[9], user expectations [2], [10]–[14], and online community involvement [3], [15], [16].

With the adoption of social media technologies by the manager of the museum to introduce the museum to the public that this is an interesting phenomenon to be study. Museum managers need to understand the expectation and needs of the community in using social media properly to the public awareness about the museum. Based on the model of the Technology Acceptance Model as a theory of technology adoption, User and Gratification Theory as a theory of motivation users, and Strategic Experiential Marketing as the theory of the visitor experience, this study is expected to clarify whether experience of the use of social media use in the museum to become a mediator between the motivation of the user, expectations users, and online community involvement to the behaviour intention.

This paper objective is to review the previous studies to develop a conceptual model of the role of social media usage experience the museum in Indonesia as a moderator between the user motivation, user expectations, and community engagement to the behaviour intention. This paper implication is to be a reference, research road map, and encourage new ideas for future research regarding the experience of social media use in industrial museum in Indonesia.

## 2. Methods

The emergence of the idea of research in this area the author has a hobby in photography and involve in a cultural community. The author observes that the majority of social media owned by the museum management in Indonesia is not managed properly. Therefore, the authors conducted a literature search to develop a conceptual framework about the role of social media usage experience at the museum. To be able to manage a good social media, the author felt the need for a comprehensive research on what is the needs and the expectations of the community. Author search for some articles with keywords, such as user motivation, user expectations, involvement of online communities, social media usage experience, and behavioral intentions. The author uses Google Scholar to find articles that discuss about these variables. In literature search, the authors use a variety of keywords in English and Indonesian, as



<sup>1</sup> follows: social media usage, social media adoption, social media involvement, social media experience, user motivation, user expectation, community involvement, user behavior. The authors found thirty-four (34) articles used to understand the application of social media in museums and twenty-one (21) articles used to develop a conceptual framework. This article is divided into several sections as follows: (1) Discussion of the main theories that are used to develop a conceptual framework. (2) Development of a conceptual model and (3) The study design.

### 3. Results and Discussions

In the first section of this article, the author presents how the Technology Acceptance Model, Strategic Experiential Marketing, User and Gratification Theory as the main theory to develop a conceptual framework. Technology Acceptance Model (TAM) built by [6] to explain and predict individual adoption to information technology. The model was constructed by adopting the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen in 1975 that describes the behaviour of a person through their intentions in approving or rejecting behaviour, the intention is determined by the individual attitudes toward behaviour and social norms. [6] suggests the perception of usefulness, perceived ease of use is the main factors that affect the adoption of technology. [7] proposed several constructs to enhance the use of TAM in the context of Facebook, these constructs are Critical Mass (CM), Capacity (CP), and Perceived Playfulness (PP). [8] proposed a Strategic Experiential Modules that aims to help managers develop some type of customer experience for their customers. [8] identified five modules in Experiential Marketing, namely: think experience, related experience, sense experience, act experience, and feel experience. [9] stated that in the aspect of social media user experience, sense experience and act experience aren't relevant research themes for social media users can only interact socially and share knowledge among users. The community is the involvement of a group of people sharing a particular interest [10]. The concept of online community developed in the early advent of the Internet, when a computer network can connect the machine as well as the group of people who are connected with the aid of a machine into a social network. The online community members want to connect globally with hopes for the emergence of friendship, sharing information, and social support from their homes and offices. Relationships are created based on the common interests between members of a group to achieve common goals and supported by a technology can form an online community [11]. [12] identified four types of consumer needs can be met by the online community: community that facilitates the purchase and sale transactions and delivery of information related to the process, communities of interest involving a higher level of communication among members about a topic, community facilitating the emergence of a new story, a personality or a new environment, a community that facilitates the opportunity for users to share a life experience. [13] classifies online community based interactivity, focus and cohesion among members. Interactivity refers to the degree to which members of the community to interact and communicate. Focus refers to the goal of a community or the interests of members. Coherence refers to the degree of community members feel closeness to one another. Uses and Gratification Theory originally used to explain how the origin of the psychological and social needs of users who raises certain expectations in the use of a media [14]. One basic premise of the use of Theory of Use and Gratification is that users will search for the best media among its competitors to meet the needs and leads to the best gratuities [15]. Currently users are actively using the media, smart, and motivated so that the Theory of Use and Gratification has focused on what users are doing on the media than what influence or effect of the media towards the user [14]. In the thought of people actively selecting and using the media to respond to a need basis to examine the satisfaction derived from a medium. For example, if a user has a need to seek a new atmosphere, there is a special media are available to meet those needs satisfactorily. [14] proposed five (5) categories in the Theory of Use and Gratification, namely cognitive, affective, integrative personal, social interaction, and release of tension.

In the second section of this article, the author proposes a conceptual framework to examine whether the role of Social Media Usage experience as a mediator between User Expectations, The user Motivation, Engagement Online Communities against the intension of Conduct. Figure 1 is a conceptual framework developed by the authors.

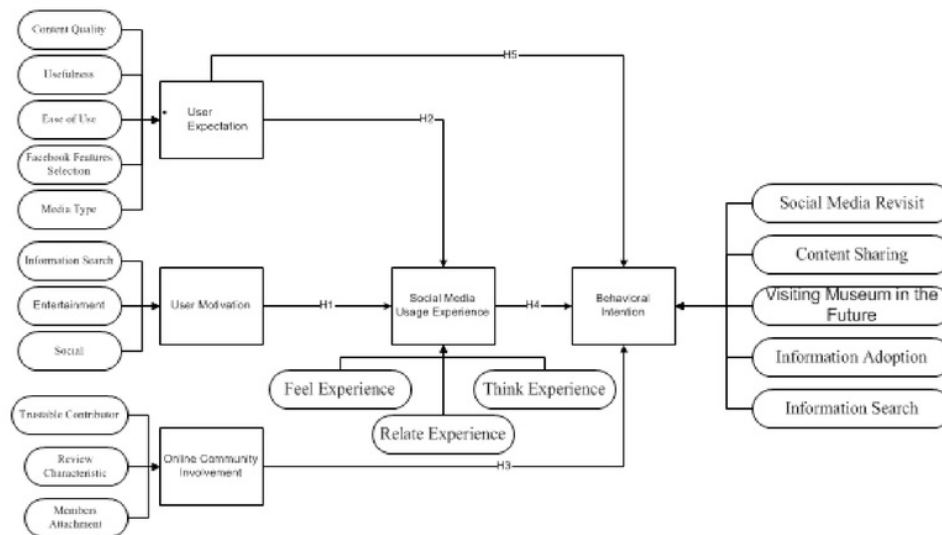


Figure 1. Conceptual framework

The first hypothesis is there is influence between motivations of users to experience the use of social media. Motivational influence users to experience social media users have been done by previous researchers but aspects studied still are gaps and inconsistencies [5], [9], [24]–[26]. Consumer behavior in using social media in general merely consume and participate and contribute only a small portion of content [26]. Motivation users in the use of social media are processing the information, entertainment activities, and social connections [9], [24], [26]

The second hypothesis is that there are expectations of users to experience the effect of the use of social media. Influence user expectations of the experience of the use of social media has been done by previous researchers but aspects studied there is still [3]–[5], [9], [25], [27], [28]. In previous studies, user expectations have been measured by the perceived ease of use [2], [24], [29], perceived usefulness [30], quality of content [27], [29], [31], media type, and features provided by social media [32]. Social media user experience can be interpreted as a form of user activity in a subject of discussion, offline events and activities held by the manager if users like the Facebook fan page and considers it to entertain them [24].

The third hypothesis is that there is an online community involvement influences the behavior intention. Research on the effects of online community engagement to the intention of behavior has been studied by several researchers previously [3], [33]–[36]. [34] stated that community leaders need a framework to manage discussions and activities that can be trusted by the community, where the two components to analyze this framework is a contributor and trustworthy content.

The fourth hypothesis is there is the influence of social media usage experience to the intention of behavior. Research on the influence of social media usage experience to the intention of behavior has been studied by several researchers previously [2]–[5].

The fifth hypothesis is there is influence between user expectations of the behavior intention. User expectations influence the behavior intention has been done by previous researchers but aspects studied there is still [2], [24], [27], [29]–[31], [37].



<sup>1</sup> The last section in this article is a discussion of the research design. Data collection techniques used in this research is literature study, survey and observation. Selection of the sample is determined based on the selected population; in this case are social media users on the museum in Indonesia. Components of the study population is not infinite where the data source to obtain the number of members of the population media users can't be identify certainty. Therefore, the number of samples used in this study was 500 respondents. The sampling technique used in this research is non-random sampling technique aims samples (purposive sampling). The analytical method used in this research is to use Structural Equation Model.

#### 4. Conclusions

The presence of social media has changed consumer behavior, the manager of the museum, and the community so that it can encourage research in the field of social media adoption. A literature study conducted by the authors of the thirty-four (34) article on the research and synthesize twenty-one (21) of articles to produce a conceptual model of the role of experience using social media as a mediator between the motivation of the user, user expectations, and community engagement online to the intention behavior. The articles used in the development of this model are obtained from a variety of relationships between constructs. The findings of this literature study is a new understanding of the viewpoint of social media usage experience at the museum in defining the needs and desires of social media users or visitors of the museum. The significant contribution of this work is the author developed a model to better understand the behavior of comprehension regarding the use of social media. There are several limitations to this study. First, the limited number of articles about the involvement of the online community to experience the use of social media so it is necessary to study in more depth. Second, research in the field of social media is still at an early stage and began to appear articles empirically so that research in this area can be considered to be further developed. Third, the literature search conducted has similar terminology, such as online communities, blogs, web 2.0, and social networking sites. So it takes exploration in the use of other terms that are relevant to social media, especially the emergence of technological development of new social media.

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